

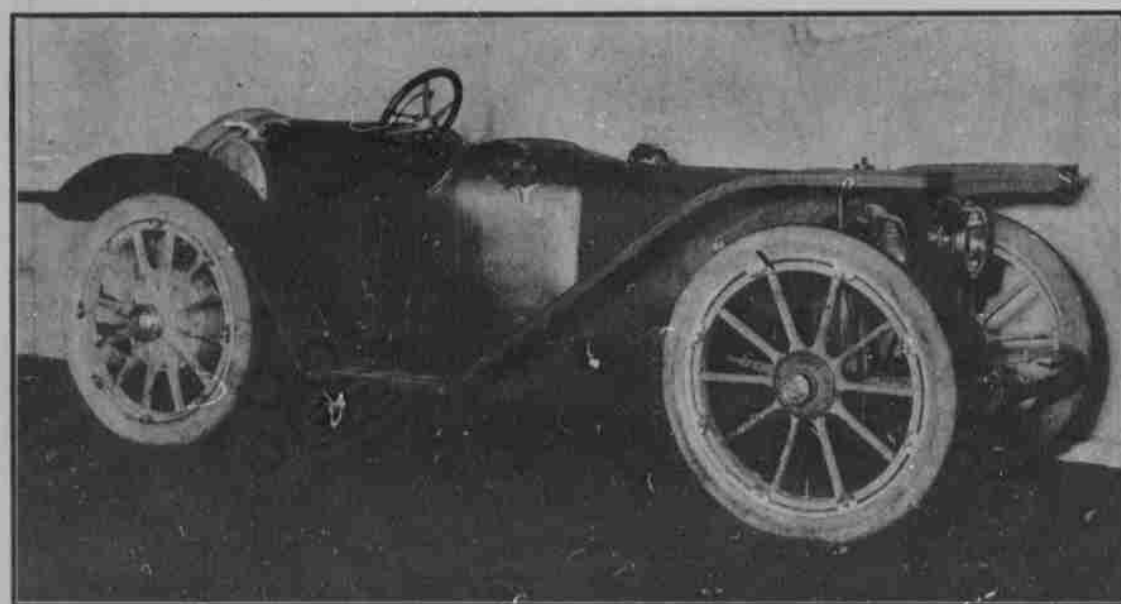
A few years ago the name of the American Motor Car suggested little or nothing to your mind.

Now, whenever and wherever the finest and costliest cars are discussed, do you not hear its name inevitably linked with the elect?

It has come to pass that the choice of the discriminating few who feel that they cannot afford to own cars of questionable qualities, is narrowed down to a trio, or perhaps a quartette of cars. You will find that the American is unfailingly considered in this select little company.

The story of the development of the American since the first car was built eight years ago, and especially the Aladdin-like progress of the past twelve months, reads almost like a romance.

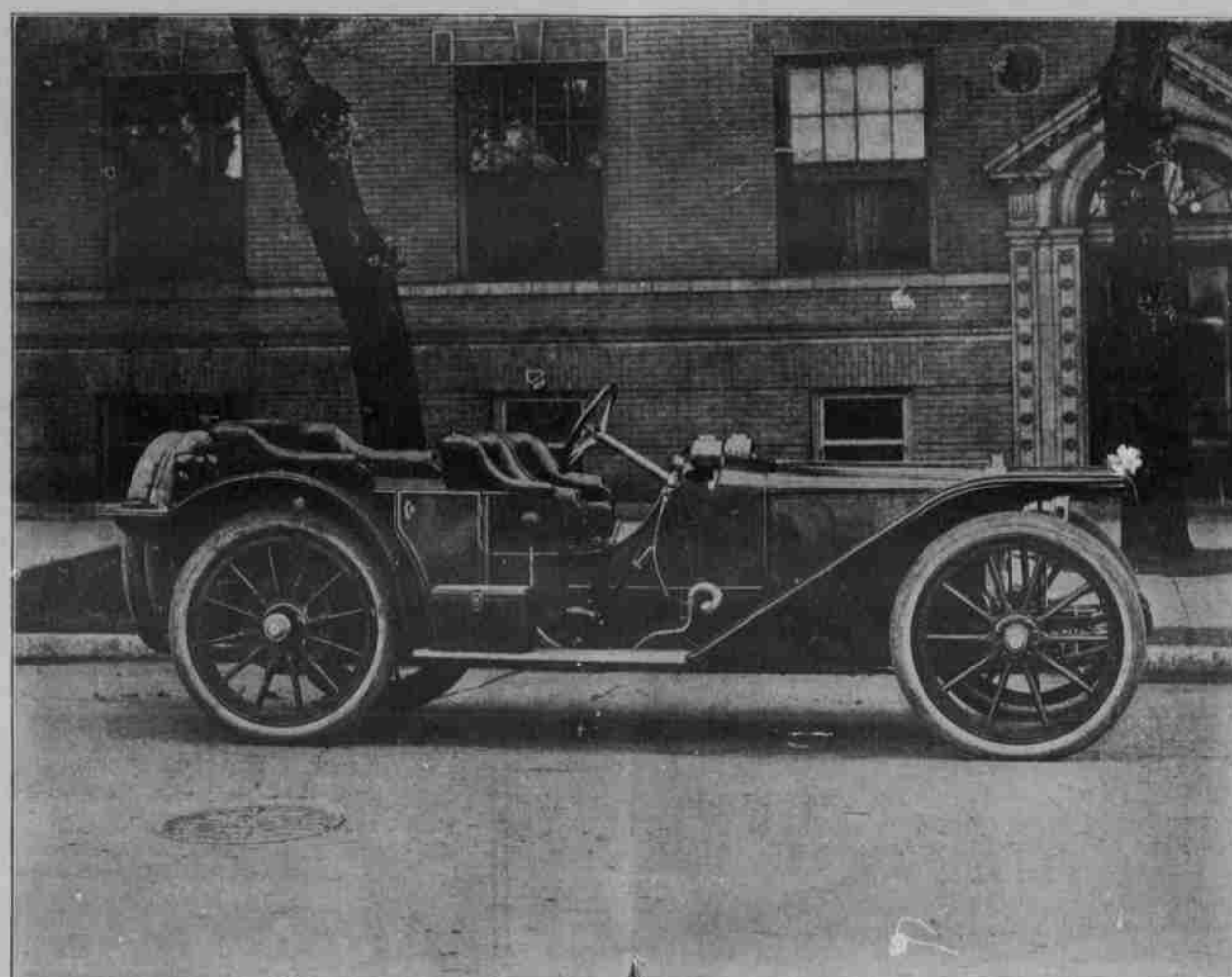
The American is bought by men who take personal pride in owning a car which will never yield precedence to any other. It is built for those who seek the ultimate in motor car construction.



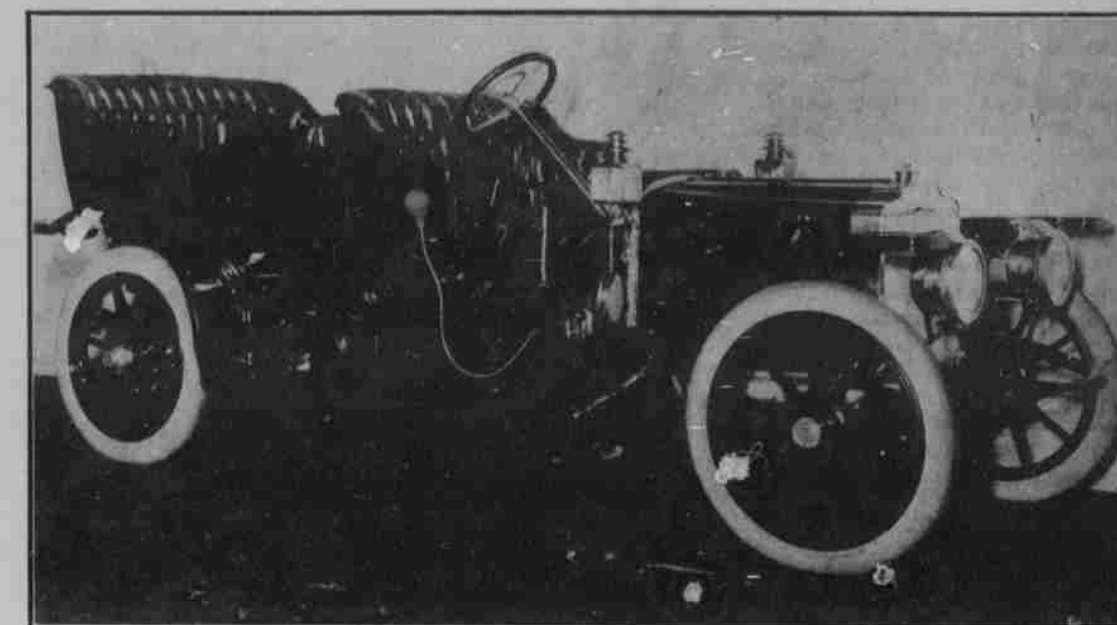
Gunboat Body Roadster—\$4,000

The American

*We'll meet you at the
Auto Show, Booth No. 5*



The Traveler—\$4,000



Seven-Passenger Touring Car—\$4,000

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Independent 1857

The American owner who drives to his country club or other rendezvous where he will encounter many cars of the highest repute feels serenely sure that his "American" will do him honor, no matter what the company.

Knowing the resources of his magnificent American 5 3-8x5 1-2 engine, he is cheerfully certain that its power supply will enable his American to "show its heels" to the speediest and most powerful car he meets.

He knows that in that excellent test of a car's rightness and efficiency—a "getaway" free from grinding noise, fuss and hesitation—the instantaneous responsiveness of the American will shine by contrast.

The characteristic of the American, by the way—the way it eats up the ground the instant the engine starts—is one which is exclusively American.